

RECRUITING

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One of the most important aspects of a successful CDF program, is having a solid team of quality volunteers you can count on for presentations. All ranks, officer and enlisted, may participate. Obviously, those selected should be superior representatives of the Reserve and Active Components. Though important, the desire to participate in the program is only one of a number of important factors necessary to present the proper image. Choosing well-qualified, committed individuals as CDF presenters is essential to the success of the CDF Program. Here are some tips on how to advertise for and interview volunteer applicants.

Advertising

There are a couple of ways to solicit volunteers. You can advertise for volunteers in the Plan of the Month, or put out a memorandum at C.O.'s call. Nothing beats a personal approach, though. During a drill weekend, try to visit with each drilling unit or present a CDF presentation for Drug Education Awareness GMT and afterwards solicit the crowd for volunteers. If you already have CDF volunteers, you could also get a pair of presenters to give an actual CDF presentation to the Sea Cadets or other group of kids while potential volunteers look on.

At these meetings is a good time to pass out flyers with applications (see samples). A sample application should include name, rank, address, home and work phone numbers, and public speaking experience level. You'll need this information for your team roster. Review the applications, then check with the member's C.O. for a written or verbal recommendation. If the member sounds like a good prospect, call and set up an interview on a subsequent drill weekend. While soliciting for volunteers, you might want to advertise for anyone who does not wish to speak but volunteer in a support capacity. As your program grows, there will be plenty of opportunities for someone to help with the logistics or administration of a busy program.

Interviewing

During the interview, find out what the applicant's previous presentation experience has been and how comfortable they are with public speaking. You're looking for how potential speakers present themselves and a chance to see why they are interested. Sometimes, you might find enthusiastic volunteers with a "hidden agenda". This is why a personal conversation with potential speakers is so important. You can also make sure they meet the following criteria:

1. A strong personal commitment to drug abuse prevention and education, together with a strong expression and desire to work in the CDF Program as a classroom instructor/facilitator.
2. Project a professional image of maturity and excellent physical appearance.
3. Have a willingness to devote the necessary time to become familiar with the presentations and the role of the CDF presenter.
4. Demonstrate excellent oral and written communication skills and have the ability to adapt quickly to new and unpredictable situations in a effective

manner.

5. Possess experience with youth and have a sincere desire to work with and be comfortable around children of all ages.
6. Exhibit the ability to work well with individuals within and outside the military community.
7. Possess excellent judgment, common sense and good organizational skills.

Once the interview process is over, schedule a training session during a drill weekend. You can train people individually or in groups.

ACTIVE DUTY VOLUNTEERS

Although CDF is a reserve initiative, there are active duty members also taking part in the program. With an active/reserve partnership, you have a larger pool of volunteers to work with and can be more responsive to CDF requests. Wherever possible, try to take advantage of local active duty command support to solicit volunteers.

(sample memorandum for unit Commanding Officers to solicit volunteers)

MEMORANDUM FOR UNIT COMMANDING OFFICERS

SUBJECT: CAMPAIGN DRUG FREE (CDF)

ENCL: (1) Application for CDF Instructor

1. The Navy, with its policy of "zero tolerance" of drug and substance abuse, represents a model for communities throughout the nation in the war on drugs. This model has significant application specifically in the educational environment. The purpose of CDF is to give local school systems and community youth groups an additional "outreach" resource in the war against drug/substance abuse by providing structured presentations that emphasize the drug free nature of the Navy and encourage students to avoid drug use and remain drug free. The program is organized in two levels; primary and secondary and provides sample texts and professional video productions geared to each group. Presentations are concluded with questions and answers.
 2. I will be working as the coordinator for CDF in conjunction with LT Sean Cronin, LT John Clubb, ENS Michelle Carter and other TAR and SELRES locally assigned personnel in developing a qualified and motivated CDF team to conduct this important community program. I am looking for volunteers who live locally who can best represent the Naval Reserve "role model". Factors for selection to the program include personal appearance, speaking effectiveness and group interaction and/or teaching experience.
 3. Please screen your unit personnel for volunteers and have them complete Enclosure (1). The application should be returned to the Program Manager's Office, BLDG. 966, as soon as possible. Volunteers will be scheduled for interviews over the next 60 days. Those individuals selected for the program will receive instruction prior to the commencement date. The program is open to personnel assigned to NAVAIRES JAX and local RESFORONS.
 4. Your cooperation in this matter is sincerely appreciated.
- (appropriate CDF coordinator signs)